

## MEMBERSHIP NOTES

A BIG Thank You to all members who renewed in response to the letter sent out a few months ago. Your continued support means we can keep on advocating for you on bicycle and transportation issues in Santa Cruz. IF YOU MOVE, PLEASE LET US KNOW YOUR NEW ADDRESS. Rest assured that our mailing list is not shared with other groups or businesses.

We also appreciate the generous support of the following bicycle shops: **Another Bike Shop, The Bicycle Trip and The Family Cycling Center.**

### ALSO...

- If you want to receive alerts to attend City Council, Transportation Commission or other important bicycle related meetings, make sure we have your email address.
- People Power uses your donations for grassroots lobbying. We attend meetings, even when you can't, and speak out on bicycle and pedestrian transportation issues. Regular donations and dues are not tax-deductible. If, however, you need an income tax deduction, call the People Power office at 425-0665 for special instructions BEFORE WRITING YOUR CHECK. Also, ask your employer about matching your donation and be sure to call the office before writing your check. ■

## PEOPLE OSO POWER!

Become a **People Power** member and make Santa Cruz a better place to ride and walk. We offer a subscription to our quarterly newsletter, use of the HUB library, and opportunities to get involved in local activism.

- \$100 **Velorutionary** (includes free T-shirt)
- \$ 50 **Hub Spoke**
- \$ 35 **Family or Household**
- \$ 25 **Individual**
- \$ 15 **Students/Under-employed**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

Make checks payable to **People Power** and mail to:  
**224 Walnut Ave., Suite C, Santa Cruz, CA 95060**

### from our mailbox

Dear People Power,  
 Recently I rode down the bike lane on Beach Street. So many times I've been so angry about the requirement to only ride one way down that street. Now I can go back an forth. I live on the other side of the bridge trestle and all I want to do is go down the street to the West Side and back home again on my bike.

You made that possible!  
 As I went down that road I promised myself I'd go home and write to you to thank you for your hard work. You guys are great!

Love, Valerie

p.s. I have little money, but you deserve this check and so much more.

People Power/SCCCC  
 224 Walnut Ave., Suite C  
 Santa Cruz, CA 95060

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*People Power! UPDATE* is published by People Power Our goal is to educate people and politicians about the advantage of a transportation system less dependent on the automobile. A special thanks to all our volunteers.

# PEOPLE OSO POWER! UPDATE

SANTA CRUZ CYCLING NEWS

ISSUE 41

FALL/WINTER 2003

## Victory on Beach Street

On Tuesday, October 14, a version of a two-way bike lane/path on Beach Street was approved as a PERMANENT improvement.

The City Council voted 6-1 in favor, with Cynthia Mathews opposed, saying that she was mostly in favor of the bike path but had concerns about design issues. People Power members and other bicyclists in the community spoke at the meeting, encouraging the City Council to approve the bike path. The narrow corridor poses a traffic dilemma for engineers but the approved two-way bike lane is a compromise that grants access to all types of transportation: trains, shuttles, high-speed emergency vehicles, and unloading trucks. An impregnable bike-lane is unfeasible, so the plan utilizes low rolling curbs that can be straddled by emergency vehicles, and extra unloading zones for businesses are included to accommodate their needs.

People Power collected over 300 signatures from Santa Cruz residents supporting alternative transportation. These were presented to the City Council during the meeting.

"I ride back and forth over the Trestle Bridge from Seabright to Beach Street all the time. How could they close it?" asked one bike commuter and petition-signer. This concern is shared by many of the cyclists that comprise 20% of the Beach Street traffic—a figure collected from a random survey by the City of Santa Cruz.

The bike path was opposed by the Seaside Company (operators of the Boardwalk) and a few other Beach Street businesses, who continue to be concerned that their revenue will be damaged by a slower moving, bike- and pedestrian-friendly promenade. These businesses don't seem to realize that 20% of their potential customers pass by on bicycles. When you spend money at Beach Street businesses, let them know you got there by bike.

A pleasurable cycling experience on Beach Street will encourage bikers to ride more often, bring more money to Beach Street businesses, and give beachfront workers a way to get to to work safely without having to drive. This is a victory for all of us—thanks to everyone who supported this effort. We'll see you on the bike path. ■



*For better or worse, the permanent bike path is not going to look like this one. To check out the latest plan set, contact Cheryl Schmidt at 420-5187.*

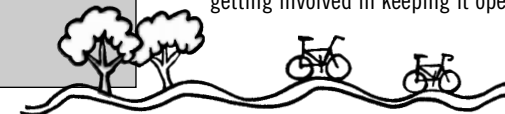
## What about the Trestle?

Yes, Union Pacific—worried about liability concerns—did threaten to shut down the bike path on the trestle bridge over the San Lorenzo River. On the suggestion of PedExer Rick Graves, who lives in the area, People Power asked the Coastal Commission if it was legal for the railroad to shut down this important coastal access. The answer was basically “no,” and, after some prodding by bicycle activists, the Commission sent a letter to the railroad to that effect.

While this was all happening, Council member Mark Primack organized meetings with the Union Pacific and the Boardwalk. Negotiations are still in progress and seem to be going well. Word is that the City is reaching an agreement under which the trestle path will stay open. For now, just ignore the “No Trespassing” signs. That path is our public Coastal Access. Thanks to the City for getting involved in keeping it open. ■

**Our next bike path starts here and with you.  
 Join People Power! and spread the  
 two-wheeled revolution.**

**Call 425-0665**



## Regional Transportation Commission Promotes "Don't Drive One in Five" Campaign



Our favorite poster from the Regional Transportation Commission's "Don't Drive One in Five" campaign.

The *Don't Drive One in Five* outreach campaign aims to encourage Santa Cruz County residents to leave their cars at home one day out of five, or one trip in five.

*Don't Drive One in Five*, part of the Commute Solutions campaign, utilizes a variety of outreach tools designed to educate commuters about alternatives to single occupancy driving, such as carpooling, vanpooling, bicycling, walking, taking the bus, or telecommuting. Outreach includes local radio and print ads in English and Spanish, aerial advertising, print materials such as posters, coasters, and t-shirts, and a regular e-newsletter designed to keep the community informed and engaged about the program.

Additionally, *Don't Drive One in Five* includes public relations events such as a Commuter Idol contest. David Casterson (a.k.a. Bicycling Biologist), garnered the highest number of votes by performing such stunts as pulling an SUV with his mountain bike while dressed as Superman. Hundreds of high-school students watched Casterson as he demonstrated the true strength of alternative transportation modes. The Bicycling Biologist received the most votes and was awarded a travel voucher worth \$1,000 (donated by KCDU) for his heroic feats.

For more information about the campaign or to receive the e-newsletter, contact Commute Solutions' Program Manager, **Cory Irimes** at 460-3201 or visit [www.commutesolutions.org](http://www.commutesolutions.org). Thanks Cory for all your good work. ■

## Broadway-Brommer Report

The idea of a Broadway-Brommer bicycle connection is still alive and kicking. At the City Council Meeting on October 14th, City Parks and Recreation Staff were directed to include the path in the Arana Gulch Master Plan. Several People Power members spoke in support of including the path in the Master Plan and the vote was 7-0.

Several misconceptions about the path were floated by neighbors who attended the meeting. For the record, the path is fully funded with state transportation money—the argument that the city can't afford the path is not accurate. In fact, if the path is not built, the granting agency (the RTC) will likely use the money to widen Highway One. Continued references to the "bike road," as Council member Rotkin pointed out, "are entirely unfounded." The city is currently in negotiation to sell part of the original road easement

(the part currently in the Frederick St. Bible Church parking lot) in order to raise money for park maintenance and enforcement. The remaining portion of the right of way will not be wide enough to ever support automobile traffic.

In the meanwhile, the City of Santa Cruz continues to work with California Fish and Game and the Coastal Commission to insure that the path will not unduly damage the tarplant or other parts of the ecosystem. So far it appears that restoring grazing is more important to this threatened annual plant, than protection from a bicycle path.

If we do eventually get this path, it will be enjoyed by many: bicyclists, pedestrians, folks in wheelchairs, and many of the neighbors who currently oppose it. ■

## Soquel Bike Lanes?

Bike lanes are still in the works for Soquel Avenue between Seabright Avenue and Capitola Road. People Power won this major victory for human powered transportation about a year ago, but obviously the paint is still not on the road. Public Works Engineer **Hank Myers** seems to be working in earnest on the project, which involves moving electrical wires, curbs, and buying property. Most of the funding has already been secured. Hank hopes to have the lanes in place by next May, on Bike to Work Day. If you want to find out why it's taking so long, call him at (831) 420-5178. ■



Spring BIKE TO WORK DAY is May 20, 2004  
For more bike commute information  
go to our website: [www.bike2work.com](http://www.bike2work.com)



## The Campaign for Sensible Transportation Needs You

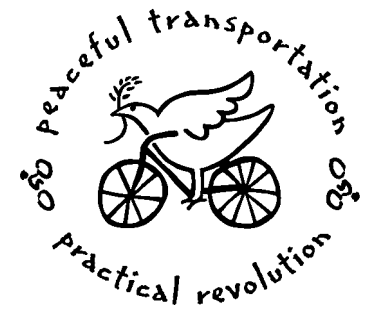
Help stop big business concerns and the Regional Transportation Commission from widening Highway 1 to Watsonville. Their plan is to put a measure on the ballot in November 2004 to raise the sales tax by half a cent (yes, even for cyclists that aren't legally allowed to use the Highway) and raise over \$300 million to widen Highway 1. A two-thirds vote would be necessary for this measure to pass. With a concerted effort the Campaign for Sensible Transportation thinks that we can stop that from happening. Very few sales tax initiatives have passed in California when opposed by major environmental concerns.

People Power is a crucial link in the Campaign, along with the Green Party, Santa Cruz Friends (the Quakers), the Sierra Club, and others. The Campaign for Sensible Transportation is looking for endorsers—people who are willing to publicly state their opposition to widening Highway 1, and their preference for more sensible alternatives such as rail service and a rail-trail for bicycles/pedestrians to Watsonville.

The Campaign also urgently needs money. Big corporations such as Granite Rock, RMC Lodestar, Redwing Developers, Coast Commercial Bank, and the Sentinel have pledged over \$300,000 to sell the voters on the initiative. We are hoping to raise at least \$100,000 to stop them.

For more information and how you can help, look up the Campaign at <http://www.sensibletransportation.org> or call People Power at (831) 425-0665. To be an endorser, send a postcard to People Power, (224 Walnut St, Santa Cruz, CA 95060), with your name(s) and any affiliations (businesses, church groups etc.) You can also send a donation to People Power with a reference that you want it to be used to stop Highway 1 widening. (How about "widening 1 won't work," or "small is beautiful," or "I'd rather support People Power than LA style corporate development." I guess you'd have to have some large checks for that last one.) ■

## People Power! T-shirt



"peaceful transportation, practical revolution" sums up People Power's 12-year tradition.

Our shirts are made from 100% tough, preshrunk, organic cotton and cost \$15. Add \$3 for home delivery by PedX in the Santa Cruz area. Sizes: S-M-L-XL.

Call People Power, at 425-0665 to order yours.

## Top 10 Reasons I Love Riding My Bike (in reverse order) by Karsten Mueller

10. I never have to wash, wax or vacuum my bike
9. My bike insurance rates didn't skyrocket this year
8. No other biker tailgated me and then gave me the bird today
7. Who needs a gym membership?
6. I can't remember the last time I got a parking ticket on my bike
5. I've got great legs
4. I have never gotten a BUI (biking under the influence)
3. I'm in compliance with the Kyoto Protocol
2. I support Trek, not General Motors and Shell Oil
1. I love feeling the wind in my face!